Social Proof
Checklist for Online Stores

Use this checklist to build customer trust by collecting and displaying real feedback across your online store.

- ☐ Product review option is enabled in the online store.

- ☐ Review request email is automated to go out after a purchase.

- ☐ Customers are encouraged to share image reviews wherever possible.

- ☐ Reviews are displayed on product pages.

- ☐ Star ratings are shown in product listings.

- ☐ Testimonials are featured on the homepage or About Us page.

- ☐ Review widgets are added, if applicable (like Google Reviews, Instagram posts).

- ☐ Negative reviews are handled professionally and not ignored.

- ☐ Review responses are added wherever possible.

- ☐ Social proof is updated regularly.

- ☐ The store highlights best-rated products ("Top Rated" or "Customer Favorites").

Zoho Commerce

ZOHO